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AARP DEBUTS “MOVIES FOR GROWNUPS” SEAL

Paramount Pictures’ JACK RYAN: SHADOW RECRUIT is Awarded First Seal

HOLLYWOOD, CA (January 17, 2014) – **AARP** today announced the launch of the **AARP Movies for Grownups® Seal**, which recognizes films that have a special appeal to 50+ audience members. The first film to receive the Movies for Grownups Seal is **Paramount Pictures and Skydance Productions’ JACK RYAN: SHADOW RECRUIT**, starring Chris Pine and directed by and co-starring Academy Award®-nominee Kenneth Branagh.

To receive AARP’s new Movies for Grownups Seal, a film must be selected by AARP’s Movies for Grownups editorial team, which dedicates hundreds of hours each year to screening eligible blockbusters and independent films, identifying movies with a distinct relevance to the 50+ audience. AARP’s Movies for Grownups Seal is the latest extension of the Movies for Grownups franchise, a highly-respected entertainment platform which was launched in 2002 by the editors of *AARP The Magazine* and features weekly film reviews, award-winning radio and YouTube programs, film festivals, an annual Movies for Grownups Awards gala and year-round coverage in *AARP The Magazine* and on AARP.org.

“We are delighted to announce the debut of the Movies for Grownups Movie Seal and are thrilled to award this distinction to JACK RYAN: SHADOW RECRUIT,” said Myrna Blyth, SVP and Editorial Director of AARP Media. “Returning the beloved Tom Clancy character of Jack Ryan to the big screen, the film features performances by 50+ talents including director and co-star Sir Kenneth Branagh and co-star Kevin Costner. We believe the film will hold strong appeal for the 50+ demographic, which is responsible for one in four of all opening weekend ticket sales.”

Films selected to receive AARP’s Movies for Grownups Seal are invited to participate in AARP’s Movies for Grownups Marketing Powerhouse program, selecting their choice of marketing packages. The marketing program for JACK RYAN: SHADOW RECRUIT will include promotion on AARP.org and AARP’s digital Daily News Alert, as well as across AARP’s social media channels. In addition, Paramount Pictures worked with AARP to arrange for screenings of JACK RYAN: SHADOW RECRUIT for AARP members in eight markets across the U.S. ahead of the film’s nationwide release.

“We are thrilled to be the very first picture to receive this seal of approval on behalf of such an important and discerning audience of adult filmgoers represented by AARP,” said LeeAnne Stables, EVP of Worldwide Marketing Partnerships, Paramount Pictures. “The combination of this suspenseful thriller and the talents of Chris Pine, Kevin Costner and director Kenneth Branagh is something moviegoers of all ages will appreciate.”

JACK RYAN: SHADOW RECRUIT opens in the U.S. today.

Based on the CIA analyst created by the late espionage master Tom Clancy, JACK RYAN: SHADOW RECRUIT is a blistering action thriller that follows Ryan (Chris Pine, “Star Trek”) from his quiet double-life as a veteran-turned-Wall Street executive to his all-out initiation as a hunted American agent on the trail of a massive terrorist plot in Moscow.

Ryan appears to be just another New York executive to his friends and loved ones, but his enlistment into the CIA secretly goes back years. He was brought in as a brainy Ph.D. who crunches global data – but when Ryan ferrets out a meticulously planned scheme to collapse the U.S. economy and spark global chaos, he becomes the only man with the skills to stop it. Now, he’s gone fully operational, thrust into a world of mounting suspicion, deception and deadly force. Caught between his tight-lipped handler Harper (Academy Award-winner Kevin Costner), his in-the-dark fiancée Cathy (Keira Knightley) and a brilliant Russian oligarch (Kenneth Branagh), Jack must confront a new reality where no one can seem to be trusted, yet the fate of millions rests on his finding the truth. With the urgency of a lit fuse, he’s in a race to stay one step ahead of everyone around him.

Produced by Mace Neufeld, Lorenzo di Bonaventura, David Barron and Mark Vahradian. Based on characters created by Tom Clancy. Written by Adam Cozad and David Koepp. Directed by Kenneth Branagh.

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About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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